

CLAIMS

1 – 74. (Withdrawn)

75. (Currently Amended) A product location information retrieval system in a retail establishment comprising:

a computer terminal with an optical reader arranged to receive a data input query from the customer utilizing the terminal and relating to one or more products located in a product access zone;

a positioning system that determines a position of the terminal;

a remote link that receives a wireless signal from an access point and transmits the wireless signal to the computer terminal, wherein the wireless signal is associated with information relating to the one or more products within the product access zone; and

a display that presents an image of the one or more products to be accessed by the user, the image is based at least in part upon the wireless signal, the displayed image indicates location of the product with respect to the current detected position of the terminal.

76. (Previously presented) The system of claim 75, the optical reader is a bar code reader which generates the query by scanning a bar code symbol.

77. (Previously presented) The system of claim 75, further comprising:
means for delivering display format information for the display associated with a terminal; and

means for configuring the data to be presented on the display according to the display format information.

78. (Previously presented) The system of claim 77, the display format information includes the number of characters in a horizontal line in the display.

79. (Previously presented) The system of claim 77, the means for configuring the data includes means for scaling the data to the size of the display.

80. (Previously presented) The system of claim 77, the display is included in the housing of the terminal.

81. (Previously presented) The system of claim 75, the query is relayed to a server and the terminal receives responsive data from the server using wireless communications.

82. (Previously presented) The system of claim 75, the product access zone corresponds to a region in the vicinity of the terminal in which the product is located.

83. (Cancelled)

84. (Previously presented) The system of claim 75, the terminal display provides a map of the product access zone.

85. (Previously presented) The system of claim 75, the terminal is a mobile, hand-held terminal.

86. (Previously presented) The system of claim 75, the display indicates the position of the terminal on a map.

87. (Previously presented) The system of claim 75, the product access zone comprises a shelf location.

88. (Previously presented) The system of claim 75, the terminal displays an image of the product on sale.

89. (Previously presented) The system of claim 75, a user provides information identifying the user to the system *via* a magnetic card swipe slot.

90. (Previously presented) The system of claim 85, the terminal displays product offers related to the user's personal buying patterns and/or preferences the selection of such offers being derived from a database associated with the user identification information.

91. (Previously presented) The system of claim 86, the terminal further includes a speaker and a voice synthesizer for providing product or other information corresponding to the user's preference.

92. (Previously presented) The system of claim 81, the mobile terminal includes a range alarm activated if the terminal leaves the product access zone.

93. (Withdrawn) A methodology for locating a product in an enclosed environment, comprising:

- providing a portable terminal to a user which is utilized within the enclosed environment;
- receiving a signal that provides information relating to specified products within a pre-defined radius of the user; and
- displaying an image of each of the specified products *via* the portable terminal.

94. (Withdrawn) A system that provides product information to a user, comprising:

- means for sending a locating signal to a hand held terminal;
- means for receiving a signal *via* hand held terminal indicative of at least one product within a product access zone;
- means for associating at least one image with at least one product located within the product access zone; and
- means for displaying the at least one image on the hand held terminal.

95. (Currently Amended) A methodology for locating a product in an enclosed environment, comprising:

- providing a computer terminal to a user which is utilized within the enclosed environment;

determining current location of the terminal, the current location determined based at least in part by establishing which access points was in communication with the terminal or a simple geometric positioning system;

receiving a signal that provides information relating to specified products within a pre-defined radius of the user; and

displaying an image of each of the specified products *via* the computer terminal, the displayed image indicates location of the product with respect to the current location of the terminal.

96. (Currently Amended) A system that provides product information to a user, comprising:

means for sending a wireless signal to a computer terminal;

means for receiving the wireless signal *via* computer terminal indicative of at least one product within a product access zone;

means for associating at least one image with at least one product located within the product access zone; and

means for determining location of the computer terminal, the location determined based at least in part by establishing which product access zone was in communication with the terminal or a simple geometric positioning system;

means for displaying the at least one image on the computer terminal, the displayed image indicates location of the product with respect to the current location of the terminal.